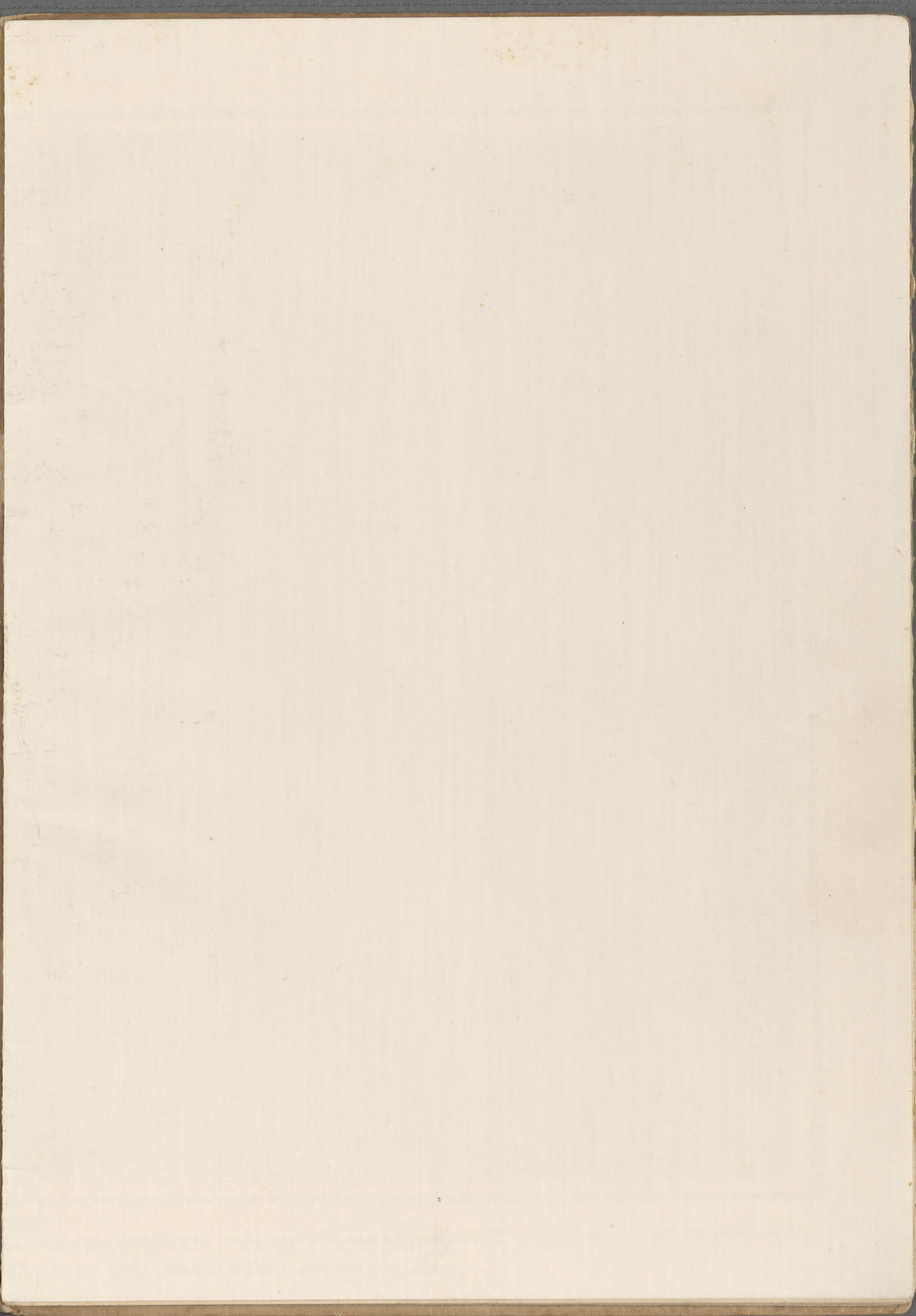


Hudson View Gardens



On the site
of the
BATTLE OF
WASHINGTON
HEIGHTS

AVERY LIBRARY
COLUMBIA UNIVERSITY

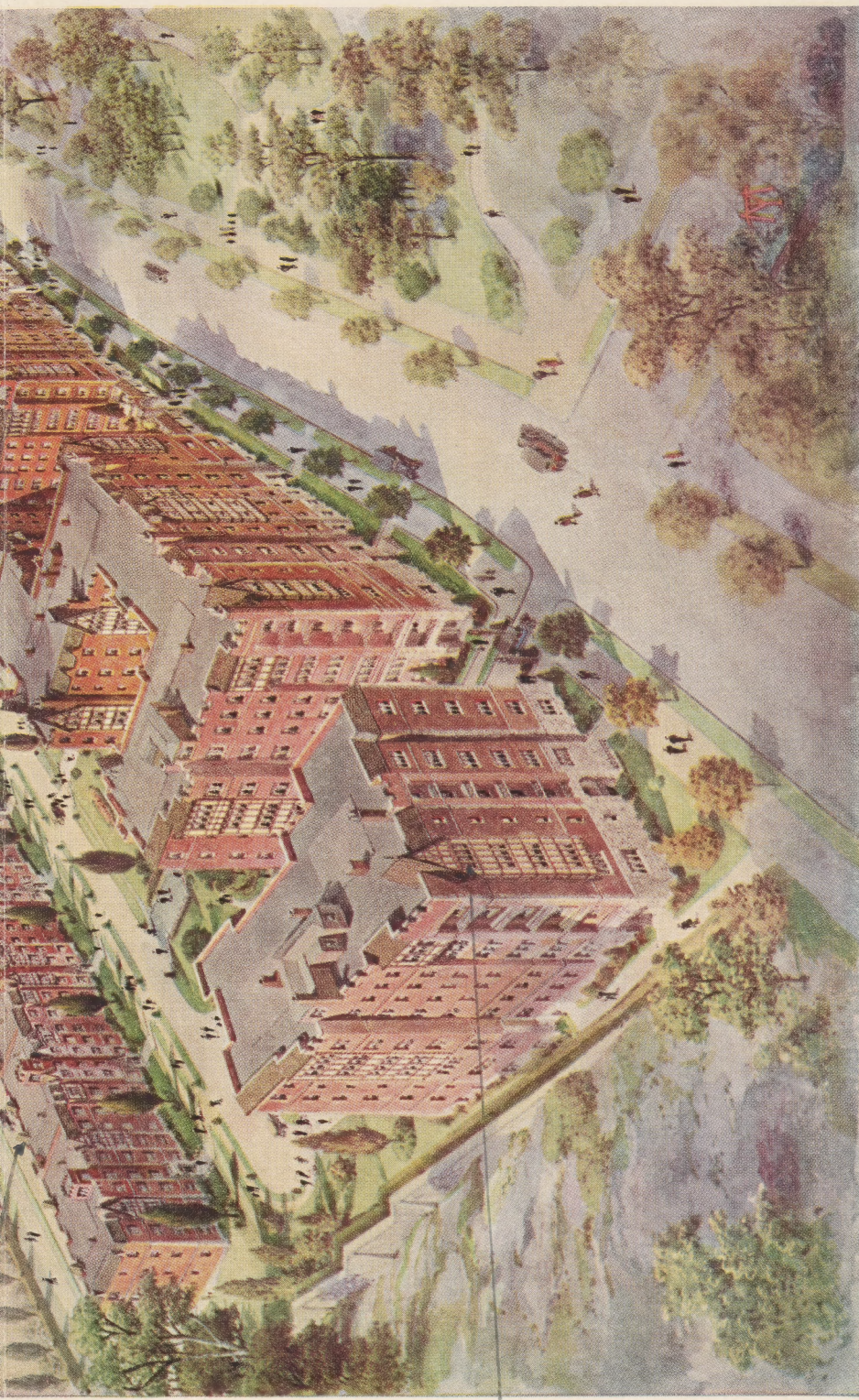




at the top overlooking the river
at the back of this folder

Ours is next
see key plan
here

Exterior is finished like this



HUDSON VIEW GARDENS

182nd to 186th Streets , Pinehurst and Northern Avenues , 2 Blocks West of Broadway

New Tenant Owned Apartments of 2 to 7 Rooms Overlooking the Hudson

Hudson View Gardens

182nd to 186th Streets Pinhurst and Northern
Avenues (Two Blocks west of Broadway) New York City

New Tenant Owned Apartments

Built and Sponsored by

DR. CHARLES V. PATERNO

PATERNO CONSTRUCTION COMPANY, *Builder*

GEORGE FRED PELHAM, Inc., *Architect*

GEORGE F. MUSSELMAN, *Consulting Engineer*

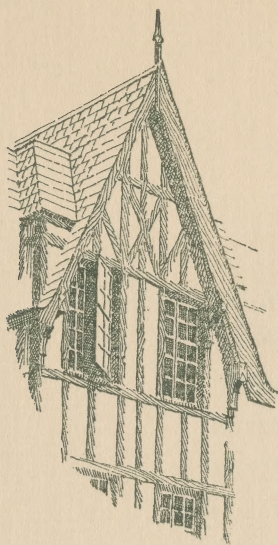
WOOD, DOLSON COMPANY, INC., *Agents*

BROADWAY, 72nd - 73rd STREETS, Telephone Endicott 8900
NEW YORK

FOREWORD

IN New York wonders pass almost unnoticed. Only a *Woolworth Building*, attracting attention by shooting obelisk-like to the sky, commands comment. *Hudson View Gardens*, a unique group of apartment houses on the site of old Fort Washington, are as interesting to this community as a *Woolworth Building*! And Dr. Charles V. Paterno, who conceived *Hudson View Gardens*, is as great a builder as F. W. Woolworth was a merchant.

Interest in *Hudson View Gardens* is fourfold. First, they are the creation of a wealthy idealist. Second, any buildings on this historic site excite sentiment. Third, beautiful buildings attract attention anywhere. Fourth, city dwellers are interested in the economy and prestige of owning their own apartment home.



Why You Should Own Your Own Apartment

THE subject of apartment houses owned and occupied by tenant-owners not being well understood by the public, few families enjoy the savings and advantages derived from such ownership. High rents are a problem in all parts of the country and especially in New York City, where land values are greatest.

The landlord earns and is *entitled to earn* a nominal profit. The only way a tenant can avoid paying the landlord a profit is for the tenant to become his own landlord. Tenants should buy and operate their own apartment houses under the supervision of experts; then the tenant becomes a tenant-owner and saves every dollar profit he would otherwise pay a landlord. And, in addition, there is little depreciation on tenant owned property, and no loss for vacancies.

DESCRIPTION

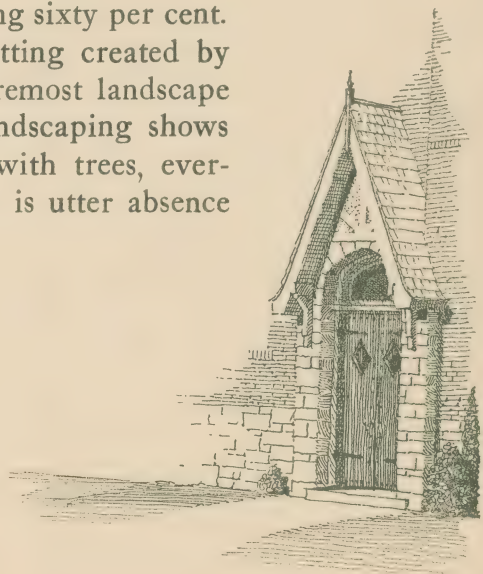
HIGH AND HISTORIC: Hudson View Gardens are in course of construction on the site of famous Fort Washington, the highest point on Manhattan Island, nearly three hundred feet above sea level. The land slopes down in all directions from this crest, and Hudson View Gardens follow the downward contour of the land toward the Hudson River. Buildings on the crest of the ridge overlook units on the slope.

PERMANENT VIEW: This location commands an unobstructed panorama of the Hudson, Palisades, Harlem River, Westchester, Long Island Sound, and lower New York.

ARCHITECTURE: Hudson View Gardens comprise an area of about six acres of land improved with fourteen apartment buildings. All facades have been carefully studied to avoid monotony and achieve variety. Side and rear walls are treated as front walls, each designed separately. Only forty per cent. of the land is occupied with buildings.

A BOWER OF BEAUTY: The remaining sixty per cent. of the property is a landscaped setting created by Robert B. Gridland, one of the foremost landscape architects in the country. The landscaping shows thoughtful grading and planting, with trees, evergreens, shrubs, and flowers. There is utter absence

[5]



of economy in this charming setting. The entire plot is to be graded to fit Mr. Gridland's ambitious ideas.

FOURTEEN BUILDINGS: Eight of the fourteen units are six-story elevator buildings on the crest of the property, overlooking six four-story units on the slope.

THE ENTRANCES to private pedestrian paths and motor driveway are to be thru wide gateways, guarded by special police. Tradesmen use separate entrances, reaching all units thru basement passages.

APARTMENTS: There are three hundred fifty-six apartments, almost all of which command a view of the Hudson.

ROOMS: Individual apartments comprise two to seven rooms incorporating many innovations which increase the possibilities of every room.

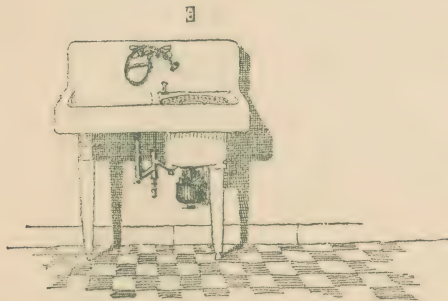
COPIOUS KITCHENS have a wealth of equipment, the aggregate cost of which probably exceeds that in any other apartment house.

DISHWASHING MACHINES: In each kitchen is a stationary motor-driven SANI-IN-SINK dishwashing machine set in a porcelain receptacle.

IRONING BOARD: Each kitchen has a built-in cabinet in which an ironing board and stand are concealed when not in use.

KITCHEN CABINET: Built in each kitchen is a commodious WHITE Cabinet, combining refrigerator,

[6]



work table and pantry in a single unit. There are flour and sugar bins, pot closet, cutlery drawers, bread and dough boards, coffee, tea and spice jars, bread box, and so forth.

REFRIGERATION: There are four freezing compartments, refrigeration for which is supplied in abundance by a central plant. In each refrigerator is a tray in which cubes of pure ice may be made.

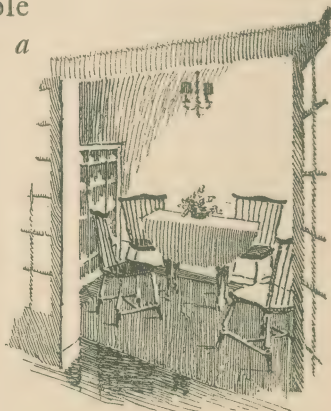
INCINERATOR: No garbage pails are used. Garbage is disposed of in a wall opening in each kitchen thru a chute to a KERNER INCINERATOR in the cellar. This sanitary system provides a 100% sanitary disposition of refuse and permanently eliminates all inconvenience and disagreeable labor.

TILE LINOLEUM cemented to the flooring completely covers each kitchen floor.

DINING ALCOVES: Many apartments have large dining rooms, and others have the popular dining alcoves. Each alcove has two WHITE China closets with adjustable shelves and velvet lined trays for flat silver.

DRESSING ROOMS: Adjoining each living room is a dressing room (some furnished with a mirrored dressing table and chifforobe) having a reversible panel for a WHITE door bed, *virtually adding a room to each apartment.*

[7]



DOOR BEDS: A WHITE door bed is a regulation bedstead, with a spiral box spring and hair mattress. This space-saving bed remains concealed in the dressing room and, when needed at night, is opened into the living room.

THE FOYER in each apartment varies in size. Some are as large as an average room.

OTIS ELEVATORS with dual controls incorporate many new safety and convenience features. They may be run by an operator or by push buttons, which bring the car to any floor, provided of course, the car is not in use when summoned.

TELEPHONES: All apartments, entrance halls, restaurant, and other parts of the building will have telephones connecting with a central switchboard, thru which visitors will be announced and residents may communicate orders or speak with any part of any building.

DECORATIONS: Each apartment will be completely decorated by the builder. This includes window shades.

ELECTRICAL EQUIPMENT: In each apartment are many carefully placed electrical base outlets. There is a wall outlet above the ironing board for an electric iron.

BATHROOMS have tile floors and wainscoting and complete fixtures, including showers.

[8]



HOTEL FEATURES

RESTAURANT: A first class restaurant, beautifully furnished, and a fully equipped hotel kitchen are located on the main floor of one building. During summer months guests may dine in the lovely outdoor garden restaurant adjoining the main dining room. The restaurant will be available for private supper parties or other social events. Residents may order meals or catering from the restaurant, which will be served in the same style as one would expect in a fine hotel.

COMMISSARY: In conjunction with the restaurant a commissary department will be maintained. In this department tenant-owners may buy green and dry groceries, dairy products, delicatessen, cigars, newspapers, etc.

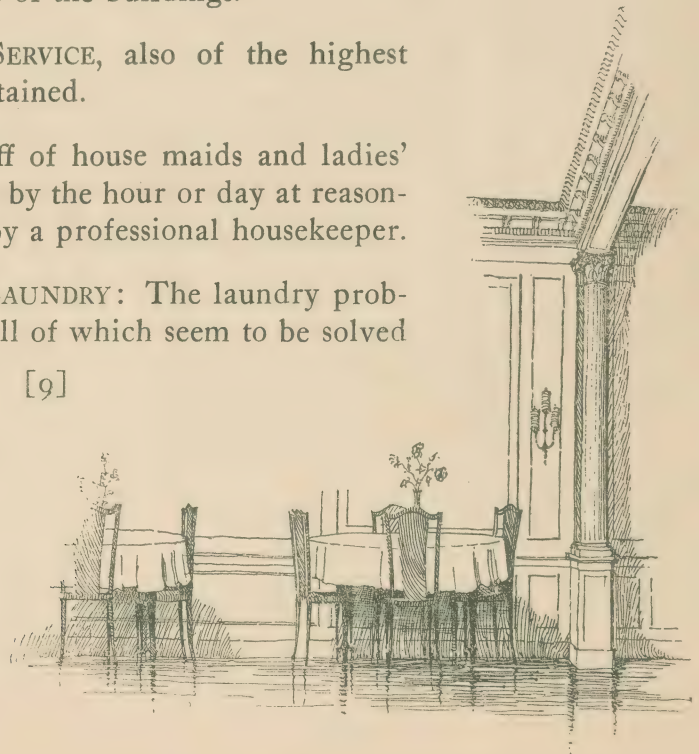
BARBER SHOP AND BEAUTY PARLOR: A modern shop comparable with the most elaborate will be located on the first floor of one of the buildings.

TAILOR AND VALET SERVICE, also of the highest standard, will be maintained.

MAID SERVICE: A staff of house maids and ladies' maids will be available by the hour or day at reasonable rates, supervised by a professional housekeeper.

COMMUNITY STEAM LAUNDRY: The laundry problem has many angles, all of which seem to be solved

[9]



by the great steam laundry in Hudson View Gardens. By virtue of elaborate machinery and expert management a high standard of workmanship will be maintained. This community feature should materially reduce laundry bills.

SUPER-SERVICE

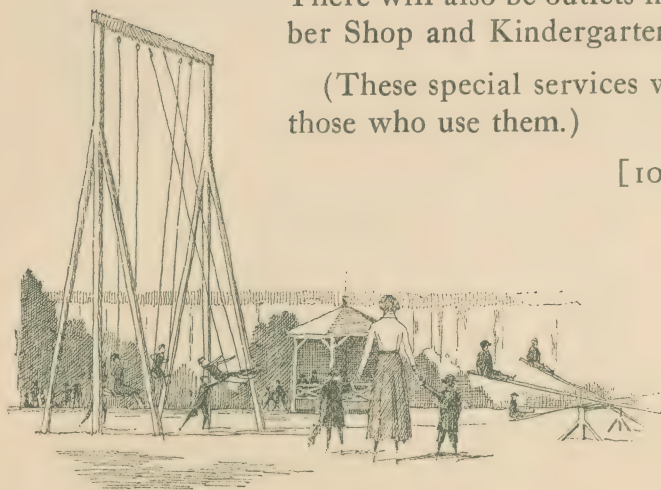
NURSERY: An enclosed nursery in charge of a trained nurse, who will assume the responsibility of properly caring for infants for limited periods.

KINDERGARTEN: Nearly an acre of ground is devoted to an outdoor playground for the young children living in Hudson View Gardens. The playground work will be directed by a professional kindergartner. The playground is big enough for a variety of equipment, such as sand boxes, swings, slides, and other devices that are the delight of children.

RADIO: Four super-heterodyne Western Electric receiving sets will be installed in a room devoted to radio equipment. Each of the three hundred fifty-six apartments will have four outlets, one connected with each receiving set, enabling residents to listen to a choice or all of four programs at one time. There will also be outlets in the Restaurant and Barber Shop and Kindergarten.

(These special services will be supported only by those who use them.)

[10]



CONSTRUCTION

BUILT WITHOUT STINT: Only after one has lived in Hudson View Gardens a few months will he see the value of the vision the builder has applied to the design and choice of equipment. Hudson View Gardens are built to endure and to be maintained at minimum cost and depreciation. Substantial construction and equipment, while expensive to buy, are economical to own.

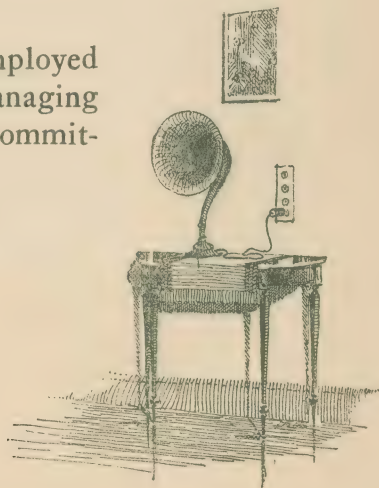
HOT WATER HEATING: The heating plant is a hot water system, costly to install, but delivering more heat while consuming less fuel.

TODD OIL FUEL equipment operates the heating and refrigerating plants. There is no noisy coal delivery and expensive handling, no dirty smoke, no ashes, no waste of labor.

HOPE CASEMENT WINDOWS: All windows, and there are thousands of them, are HOPE steel casements with baked enamel finish. They admit more light than wood window sash, and the casement window is decidedly more decorative than the conventional double sash.

MANAGEMENT: All personnel will be employed and organized by a firm of expert realty managing agents under the general supervision of a commit-

[11]



tee of tenant-owners. Residents will have no management details. The agents collect and disburse and account for all moneys.

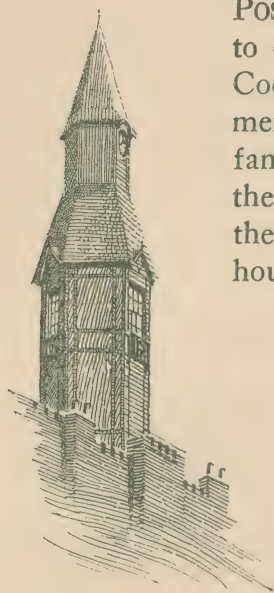
TRANSIT FACILITIES: The Interborough Rapid Transit Subway, with a station at 181st Street and St. Nicholas Avenue, two short blocks east of Broadway, provides rapid transportation to downtown New York. The buses also run on St. Nicholas Avenue. At Broadway and 181st Street are the Broadway surface cars and crosstown lines into the Bronx. A new subway is projected to run four tracks up Fort Washington Avenue, one block east of Hudson View Gardens, terminating at 192nd Street. Such an improvement will unquestionably enhance the value of this property.

SHOPPING CENTER: 181st Street, between Broadway and St. Nicholas Avenue, is an excellent shopping, marketing and amusement center.

FINANCIAL

POSSIBILITIES OF COOPERATION: If it pays a landlord to own your apartment, it will pay *you* to own it. Cooperation, with each tenant buying only the apartment he occupies, makes it possible for the individual family to earn every dollar profit heretofore paid the landlord. Only thru cooperative ownership can the small investor enjoy the full fruits of apartment house ownership.

[12]



Cooperative ownership is already making money for thousands of investors who in the past have been accumulating worthless rent receipts.

In Hudson View Gardens a group of three hundred fifty-six families join together and mutually own this property for the purpose of occupancy. Stock is issued to the amount of the equity, that is, the difference between the full purchase price and the mortgage. Each purchaser buys a block of stock equalling the proportionate value of the apartment he chooses. The tenant-owners' costs are also pro rated so that each contributes only his rightful share toward maintenance, interest and amortization of mortgage. Each tenant-owner virtually owns a portion of the property and occupies his apartment by virtue of a proprietary lease.

AN EXAMPLE: The purchaser of an apartment the equity of which is valued at \$7,000 would buy one hundred forty shares of stock with a proprietary lease. The purchaser would save each year the difference between the rental value, \$1,550, and the annual assessment charge of \$775, that is, \$775 every year. About \$132 of this assessment charge is used to pay off the mortgage. Should the tenant-owners elect to pay off in time the entire mortgage, the annual assessment on this apartment would be approximately only \$25 a month.

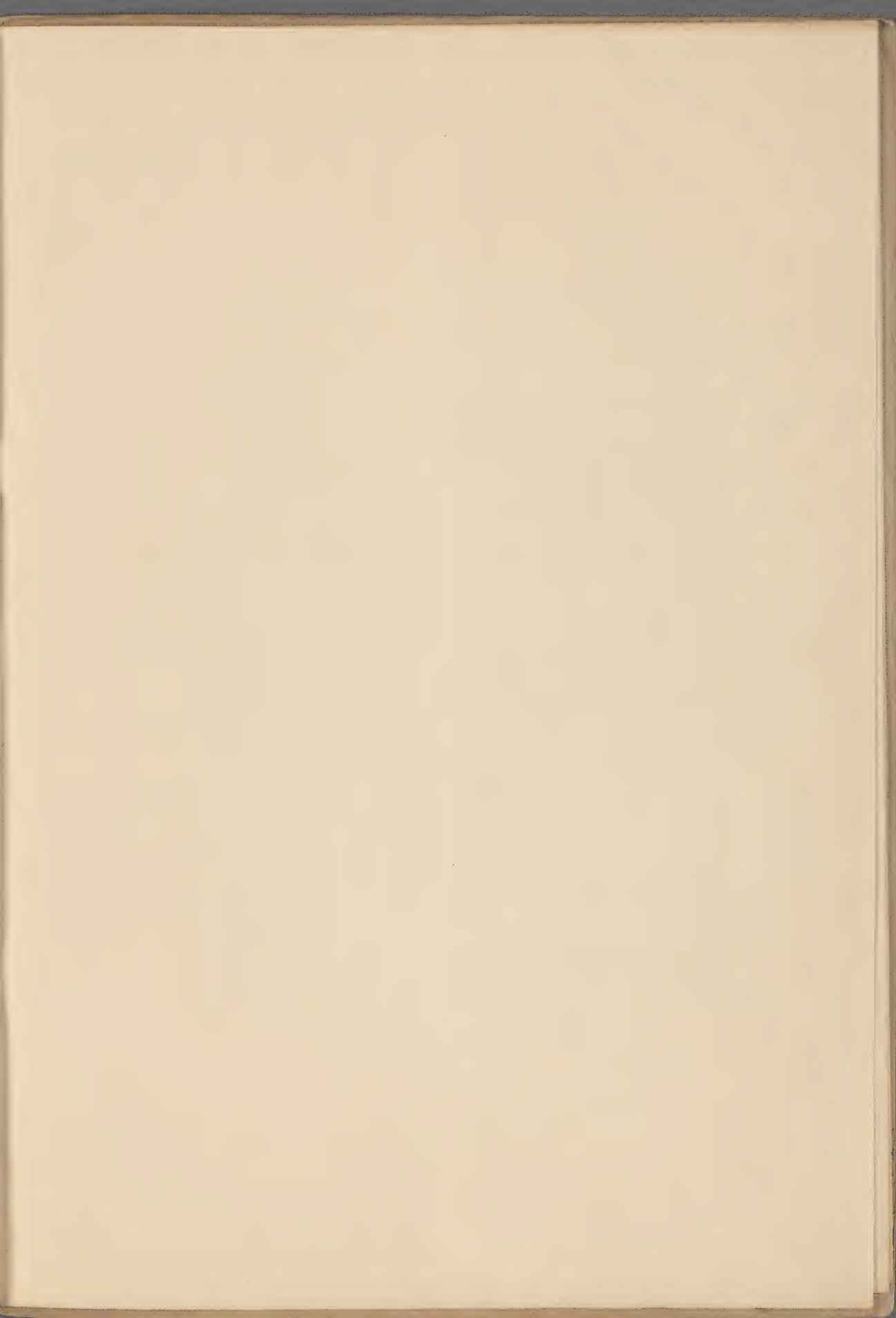
MORTGAGE: Hudson View Gardens have been partially financed by a Metropolitan Life Insurance Company first mortgage.

SUPPLEMENTARY FINANCING: For the benefit of purchasers not wishing to pay outright the full purchase price of the apartment selected, the builder has arranged with a bank for a reasonable loan secured by the tenant-owner's stock.

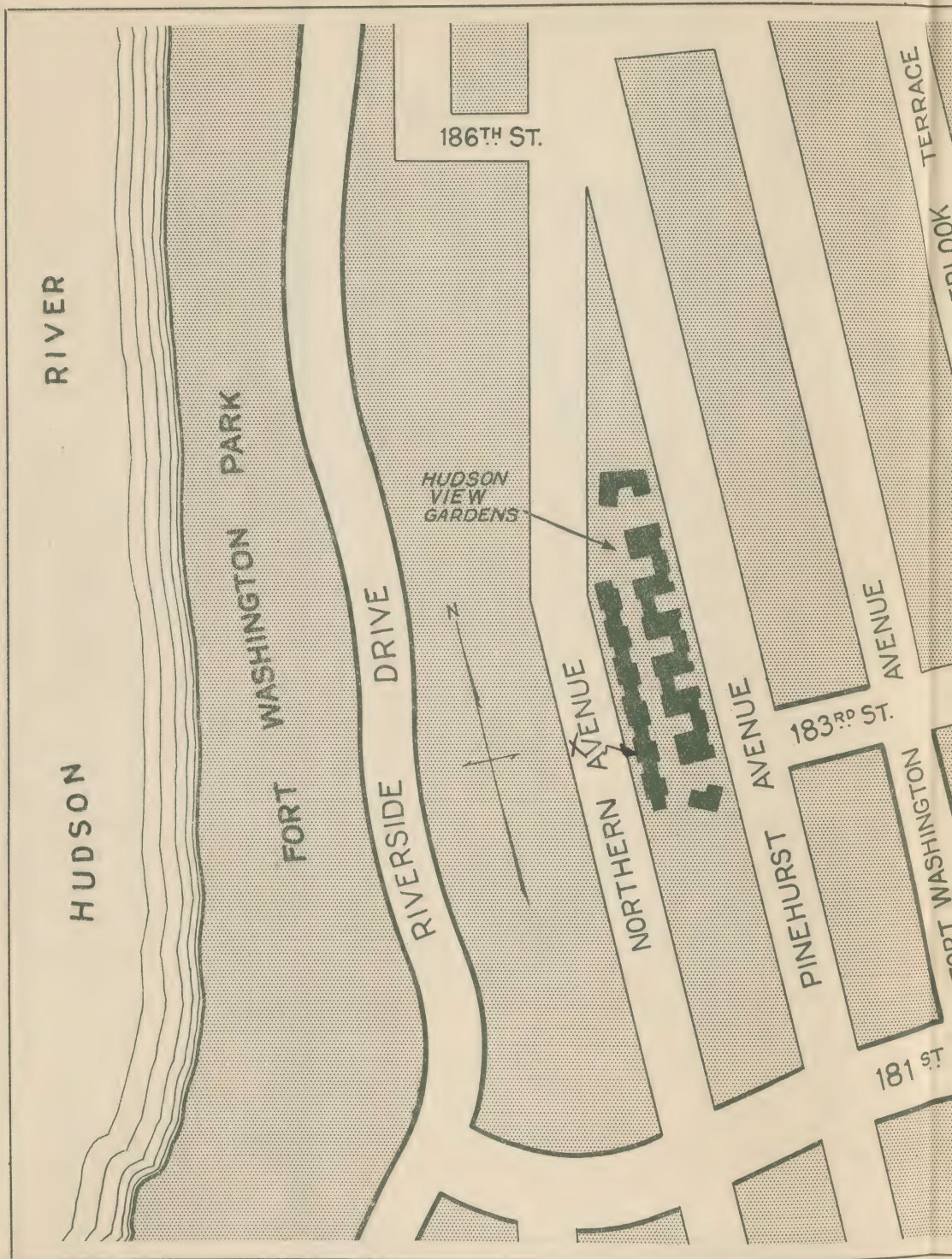
MUNICIPAL TAX EXEMPT: Hudson View Gardens enjoy the tax exemption provided by recent legislation.

CONCLUSION: A schedule of apartments, large floor plans showing each suite in detail, and other particulars may be obtained by applying or writing to Wood, Dolson Company, Inc., Agents, whose main office is in their building on the west side of Broadway, between 72nd and 73rd Streets, telephone Endicott 8900.

McKENNIE & TAYLOR, INC., *Advertising, New York*



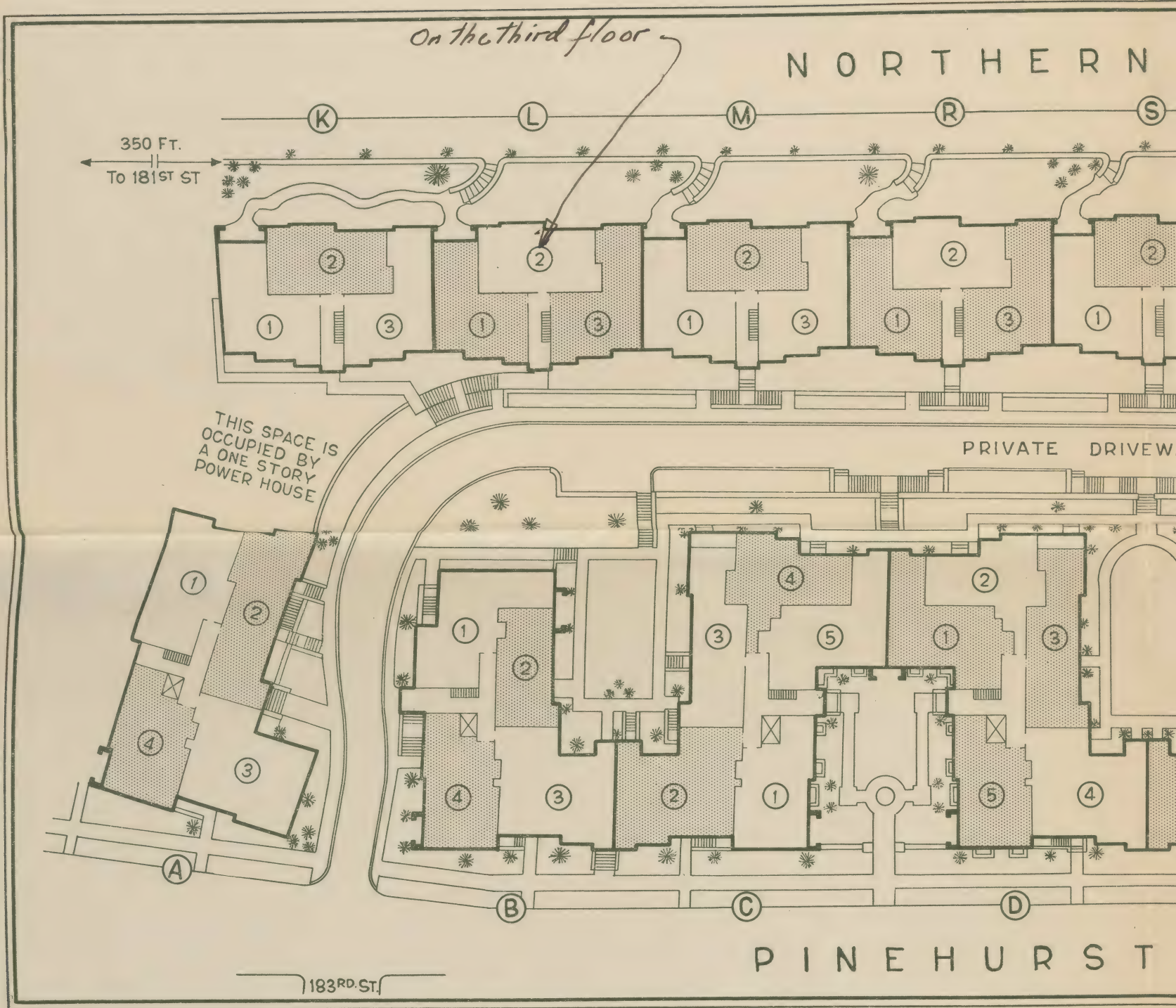




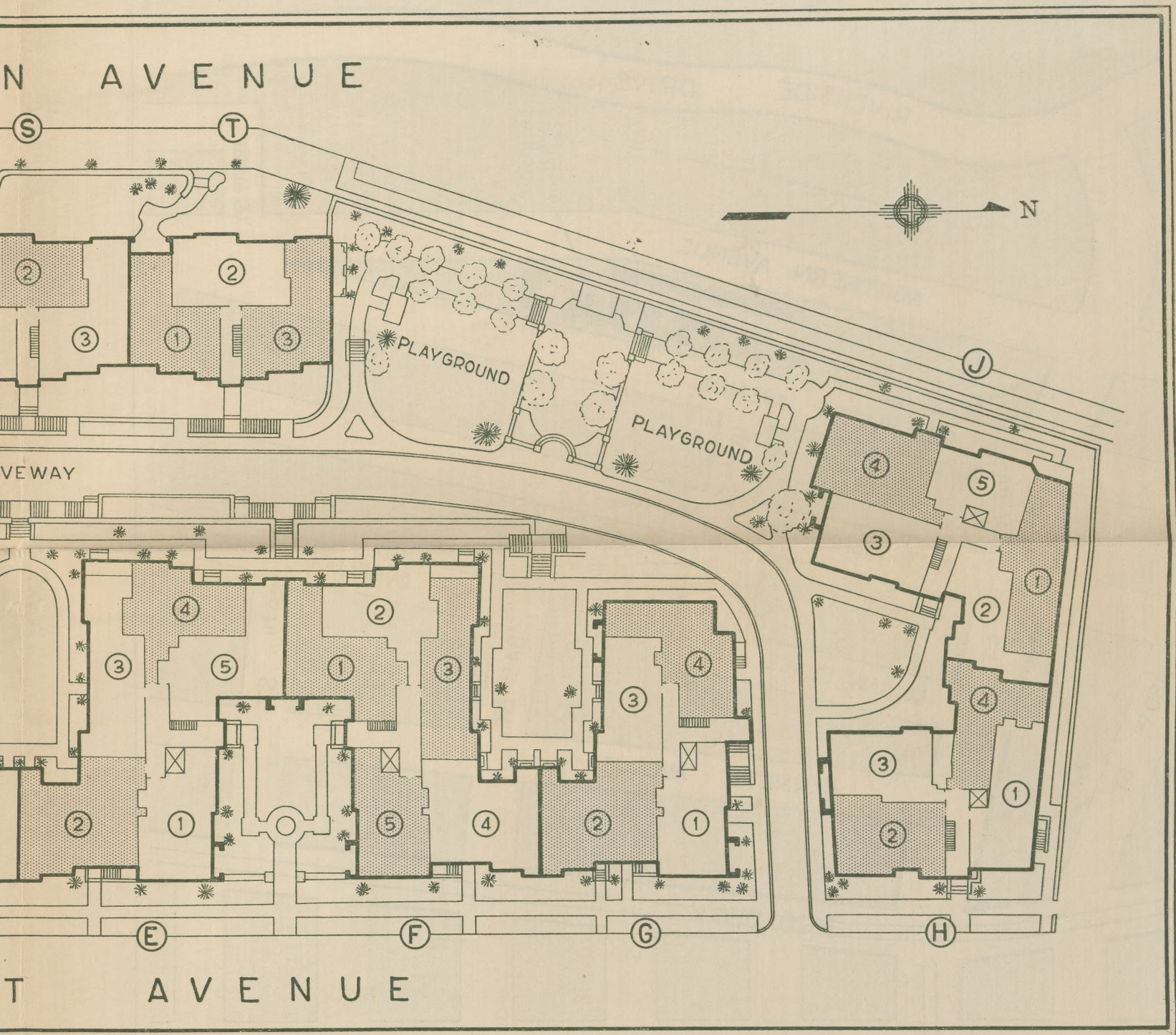
Street Map Showing the Location of Hudson View Gardens, Fort Washington



Washington Park, the Hudson River, Subway Station and Car Lines



Key Plan Showing the Placement of Each Building in Hudson



Hudson View Gardens, also the Outline of Each Apartment

